



**January 11-15, 2010**

*Professional Development January 11-12*

*Exhibits Open January 13-15*

# Increase Your Business In 2010: Your Complete Guide

**Dale Limes, MAS**  
HALO / Lee Wayne

MAS - 1.5 pts  
Monday, January 11  
4:30 - 6 pm



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# CLIENT SURVEY

First, I want to thank you for your business and support during 2008. My goal in the coming year is to refine, personalize, and maximize my service to valuable clients like you. To that end, I would like to get a good understanding on some of your preferences in the short survey below. If you have a few moments and do not mind filling this out and returning it to me it would be much appreciated.

## Service

Service is important in any business, and especially in mine.

Please give me your honest rating in the following areas: 1 - Not Good 2 - Needs Work 3 - OK 4 - Good 5 - Excellent

- a. Quality of product ideas \_\_\_\_\_
- b. Responsiveness compared to my competition \_\_\_\_\_
- c. Product Quality \_\_\_\_\_
- d. Overall Service \_\_\_\_\_
- e. Competitive Price (Compared to my competition) \_\_\_\_\_

Please choose from 1 - Would like less contact 2 - Is about the right amount 3 - Would like more contact

- f. Frequency of contact \_\_\_\_\_

## Communication

I am interested in your preferred method of communication. As a general rule, do you prefer:

- E-MAIL
- PHONE
- PERSONAL VISIT
- NO PREFERENCE, ANY ARE FINE
- OTHER \_\_\_\_\_

## Ideas & Specials

Any given day I see hundreds of products, I sometimes come across special offers, unique items or something I think might be just right for a specific client. How should I best disseminate this information to you?

- MAIL OFTEN
- SEND VIA POST CARD
- E-MAIL OFTEN
- PROVIDE SPECIALS ONLY IF THEY ARE VERY GOOD DEALS
- WAIT UNTIL I CALL AND ASK FOR IDEAS
- OTHER \_\_\_\_\_

## Comments

My goal is to match my service with your individual needs in the coming year. Please provide any "additional" feedback below that would help me service you better.

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## Percentage of Business (Optional)

As a percentage of your promotional products budget, where do we stand? \_\_\_\_\_

Is there something I can do to increase that percentage? \_\_\_\_\_

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## Referrals (Optional)

Is there anyone else that I should call on, in addition to you? \_\_\_\_\_

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I appreciate all of your support in 2008 and am looking forward to servicing you better than ever in 2009!

Dale Limes MAS

614-899-0847

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**PPAI EXPO**

# Sound Methods to Significantly Increase Your Business

Presented By:  
Dale Limes MAS  
Senior Vice President of Sales  
HALO / Lee Wayne Corporation

**PPAI** PROFESSIONAL PERSONNEL ASSOCIATION

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**PPAI EXPO**

# Sound Methods to Significantly Increase Your Business

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# 2010

What is your number?

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**PPAI EXPO** Topics for Today's Session!

1. Prepare your mind and business plan to reach your 2010 goal.
2. Understand how our business has changed.
3. Make a plan that allows you to succeed no matter what the economy is doing
4. Review the tools, methods, and strategies to get you there!



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**PPAI EXPO** Visualize the end result!

You will **See** it  
when you **Believe**  
it!



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**PPAI EXPO**

Our business is changing

- We are living in a more reactive sales environment.
- Clients now know your business. More than ever you need to know theirs.
- Corporate America now understands our value
- Setting yourself apart from your competition is more important than ever.



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**PPAI EXPO** You are in charge of you!

**You Incorporated**

- *President*
- *Sales Manager*
- *Sales Representative*



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**PPAI EXPO**

The difference is minor:  
the results are huge!

*The attitude is determined by the attitude*

Everyone in the room has talent. The difference between a \$250,000 producer and a \$1,000,000 is usually not ability – it's aptitude



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**PPAI EXPO**

**PLAN FOR SUCCESS**

*If you fail to plan  
you plan to fail.*



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**PPAI EXPO** **Plan for Success**

- Build a “model”, or plan of accounts that will get the sales that you desire.
- January is an excellent time to review your A, B, & C existing account base and make adjustments.

Determine where your business is now, where you see it going and what you need to do to get it there.

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**PPAI EXPO** **Plan for Success**

**\$1,000,000**

- 2 accounts @ \$100,000 = \$200,000
- 4 accounts @ \$50,000 = \$200,000
- 10 accounts @ \$30,000 = \$300,000
- 15 accounts @ \$10,000 = \$150,000
- 20 accounts @ \$ 5,000 = \$ 100,000
- 20 accounts @ \$ 2,500 = \$ 50,000

**\$500,000**

- 3 accounts @ \$50,000 = \$150,000
- 5 accounts @ \$30,000 = \$150,000
- 10 accounts @ \$10,000 = \$100,000
- 10 accounts @ \$ 5,000 = \$ 50,000
- 20 accounts @ \$ 2,500 = \$ 50,000

**\$300,000**

- 1 accounts @ \$50,000 = \$50,000
- 2 accounts @ \$20,000 = \$50,000
- 5 accounts @ \$10,000 = \$50,000
- 15 accounts @ \$ 5,000 = \$75,000
- 25 accounts @ \$ 3,000 = \$75,000

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**PPAI EXPO** **Tools & Strategies**

**Develop sound prospecting methods**

- Develop your A, B, C account list from the library, trade publications, Internet, etc.
- Develop a creative PSA prospecting / referral program.
- Decide how you want to approach each new prospect. Stand apart and be different.
- Have a concise prospecting plan that you follow EVERY WEEK.



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**PPAI EXPO** Do common things uncommonly well!

*Landing New Accounts*

- ➔ Develop your USP
- ➔ Prepare for each appointment
- ➔ Creative Marketing
- ➔ Niche Marketing



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**PPAI EXPO** It takes a lot to gain an account; it takes very little to lose one.

*Maintaining Accounts*

- ➔ Understand / review how your clients want to be serviced- Survey them!
- ➔ Excel at concise and thorough communication skills
- ➔ Always do what you say AND MORE
- ➔ Submit professional proposals / recommendations
- ➔ Use available industry tools to look your best.
- ➔ Be viewed as an extension of the marketing team



LEE WAYNE  
EXPOSITIVE

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**PPAI EXPO** Are you the Benchmark for others to follow?

**What Do Clients Really Want?**

- Professionals who do what they promise
- Understand their business and sell solutions
- Provide an ease of doing business
- Honesty
- Offer a fair price
- Pros who stand apart from the rest by going above and beyond.

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**10 Habits of Top Producers**

- 10. Understand that prospecting is priority one
- 9. They understand the difference of selling VS. diagnosing and prescribing!
- 8. They find a niche' and become the expert
- 7. Get to know the best suppliers and how to use them
- 6. Understand how to create and protect margins
- 5. Know the client and REALLY listen to them.
- 4. Understand the importance of "value added service"
- 3. Learn how to prepare professional quotes to close business
- 2. Don't sell to clients, be a valuable part OF them.
- 1. They set goals, have a winning attitude, and let nothing stand in the way of success




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**Tips to Reach your 2010 Goals !**

- 10. Join a network or lead group
- 9. Embrace technology and learn how it can help
- 8. Ask for referrals always
- 7. Get involved in trade shows / speaking opportunities
- 6. Do a minimum of five spec samples every week.
- 5. Organize your office and system of business
- 4. Add an item to every embroidery order
- 3. Market " You Inc " creatively. It's the business we're in
- 2. Provide value added service to every client
- 1. Build a prospecting plan that works and stick to it




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**PPAI EXPO**

**Start tomorrow by getting the most out of the PPAI Show.**




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**First priorities upon your return**

- Find a success partner or mentor for 2010.
- Set your goals and lay out a plan to achieve them.
- Spend the necessary time on prospecting.
- Organize your office and make a weekly business plan.
- Create your U.S.P. if you don't have one and build your marketing around it.



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**PPAI EXPO**

**ONGOING DAILY ACTIVITIES**

- Make a "to do" list each day to help accomplish what you want. Have a million dollar attitude!
- Cold calling is still very effective, and in today's economy- necessary. Don't make excuses not to make them. Have a "grab & go" kit.
- Keep 5 "A" prospects in your pipeline at all times.
- Start early and plan your time effectively.



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2010 Sales Goal \_\_\_\_\_ Divided by 12 \_\_\_\_\_

**New Initiatives for 2010**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



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**PPAI EXPO**

*Tomorrow is a New Day*

➤ If you always do what you've always done,  
You will always get what you've always got!

➤ It is the beginning of a new year. What you do with  
it is up to you. My hope is that you make it your very  
best year ever!



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